

## ORDER



**Orders**  
**Order / Rev:** 710014  
**Alt Order #:** 06298459  
**Product Desc:** RENACCI FOR CONGRESS  
**Estimate:** 3089  
**Flight Dates:** 08/29/12 - 09/05/12  
**Original Date / Rev:** 09/24/12 / 09/24/12  
**Order Type:** Political

WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Grp/ POI  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Jim Renacci for Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/05/12	28	\$37,575.00	\$31,938.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$37,575.00	\$31,938.75	0.00
<b>Totals</b>	<b>28</b>	<b>\$37,575.00</b>	<b>\$31,938.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/31/12	08/31/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$175.00		0.00			
2	WKYC	08/31/12	08/31/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$700.00		0.00			
3	WKYC	08/31/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$1,200.00		0.00			
4	WKYC	08/31/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--			1			\$1,200.00		0.00			
5	WKYC	09/03/12	09/03/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1			\$175.00		0.00			

Order / Rev: 710014  
 Alt Order #: 06298459  
 Flight Dates: 08/29/12 - 09/05/12

Advertiser: Jim Renacci for Congress  
 Product Desc: RENACCI FOR CONGRESS  
 Estimate: 3089  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/03/12	09/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----			1		\$700.00		0.00				
7	WKYC	09/03/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	0	\$0.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----			1		\$750.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	09/03/12-09/09/12		M-F 5-6p		5p-6p	M-----	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 19.2 [Prgm Change] golf															
8	WKYC	09/03/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----			1		\$1,200.00		0.00				
9	WKYC	09/03/12	09/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----			1		\$1,200.00		0.00				
10	WKYC	09/03/12	09/03/12	Mon Prime A Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----			1		\$3,500.00		0.00				
11	WKYC	09/03/12	09/03/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----			1		\$2,500.00		0.00				
12	WKYC	09/01/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			2		\$950.00		0.00				
13	WKYC	09/01/12	09/01/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			1		\$500.00		0.00				
14	WKYC	09/02/12	09/02/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S			1		\$2,800.00		0.00				
15	WKYC	09/02/12	09/02/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S			1		\$1,000.00		0.00				
16	WKYC	08/30/12	08/30/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	---T---			1		\$175.00		0.00				
17	WKYC	08/30/12	08/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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 Alt Order #: 06298459  
 Flight Dates: 08/29/12 - 09/05/12

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 Product Desc: RENACCI FOR CONGRESS  
 Estimate: 3089  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$700.00		0.00			
18	WKYC	08/30/12	08/30/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$750.00		0.00			
19	WKYC	08/30/12	08/30/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$3,150.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/27/12-09/02/12		M-F 7-730p		7-730p	---Th----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 19.2															
[Prgm Change]															
2	NKYC	09/05/12-09/05/12		NFL Regular Season Football		NFL Football	--W-----	:30		\$3,150.00		0.00	NM		
Ⓜ MG for 20.1,7.1,19.1															
nfl late run															
20	WKYC	08/30/12	08/30/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/27/12-09/02/12		M-F 730-8p		730-8p	---Th----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 19.2															
[Prgm Change]															
21	WKYC	08/30/12	08/30/12	Browns Football-NFL Net Browns Football - NFL Net	CM	Browns Football	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
NFLP: CLE VS CHI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$7,500.00		0.00			
22	WKYC	09/04/12	09/04/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$175.00		0.00			
23	WKYC	09/04/12	09/04/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$700.00		0.00			
24	WKYC	09/04/12	09/04/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$1,200.00		0.00			
25	WKYC	09/04/12	09/04/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$1,200.00		0.00			
26	WKYC	08/29/12	08/29/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----					1	\$175.00		0.00			
27	WKYC	08/29/12	08/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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Advertiser: Jim Renacci for Congress  
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 Estimate: 3089

WKYC

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CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----		1				\$700.00		0.00			
28	WKYC	08/29/12	08/29/12	M-F 7-730p	CM	7-730p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Channel 3 News at 7P											
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----		1				\$1,200.00		0.00			
29	WKYC	08/29/12	08/29/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Entertainment Tonight											
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----		1				\$1,200.00		0.00			
													Totals	28	\$37,575.00